

Research on the Impact of Advertising Creative Strategies on Advertising Effectiveness in the Context of Digital Marketing

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Abstract

Against the backdrop of digital marketing redefining the advertising communication ecosystem, creative strategies have become a core element for enhancing advertising effectiveness. This article focuses on three core advertising creative strategies: emotionalization, personalization, and interactivity, and explores their influence mechanisms on advertising effectiveness. A survey was conducted among 300 digital advertising audiences through structured questionnaires. Descriptive statistics, reliability and validity tests, correlation analysis and multiple linear regression analysis were carried out using SPSS. The results show that the reliability and validity of the questionnaire are good. Emotional, personalized and interactive creativity are all significantly positively correlated with the advertising effect. Regression analysis indicates that all three types of creative strategies have a significant positive predictive effect on the advertising effect, among which emotional creativity has the strongest influence, followed by interactive creativity and personalized creativity. And put forward suggestions such as strengthening emotional creative design, optimizing the accuracy of personalized creativity, designing low-threshold interactive creativity, and establishing a monitoring closed-loop dynamic optimization strategy. The research provides empirical references for companies to optimize their digital advertising creative strategies and enhance marketing effectiveness.

Keywords: Digital marketing; Advertising creative strategy; Advertising effect; Empirical analysis; Emotional creativity

1. Introduction

1.1. Research Background

With the popularization of digital technology, the development index of China's advertising industry reached 128.4 points in 2024, increasing by 8.0% year-on-year, presenting an overall pattern of "steady progress and simultaneous improvement in both quantity and quality". However, at the same time, the fragmentation of users' attention has intensified. The average daily exposure to digital advertisements per person has gradually increased, but the effective time spent on them has gradually decreased. Traditional one-way inputting-style advertisements have become difficult to break through the information cocoon. In 2024, the scale of China's digital economy has reached 53.9 trillion yuan, with an annual growth rate of 7.39%. Against this backdrop, how to enhance advertising effectiveness through creative strategies such as emotionalization, personalization, and interactivity has become a key issue that the advertising academic and industrial circles urgently need to address.

1.2. Research significance

1.2.1. Theoretical significance

Most existing studies focus on quantitatively describing the significance of digital advertising creativity, lacking empirical tests on the relationship between creative strategies and advertising effectiveness. This article clarifies the operational definitions of three core creative strategies, constructs a quantitative research framework, supplements empirical evidence in the field of digital advertising creativity, and enriches the theoretical system of factors influencing advertising effectiveness.

1.2.2. Practical significance

The research results can directly provide advertisers with practical creative optimization directions, clarify the priority of the effects of different creative strategies, guide advertisers to choose core strategies based on resource investment, and at the same time offer standardized tools for questionnaire surveys and effect evaluations, helping enterprises establish a closed loop from creative design to effect monitoring.

1.3. Research Status

Scholars at home and abroad have conducted initial explorations on digital advertising creativity. Chen Ying (2025) discusses the specific evolution of advertising creativity strategies in the process of traditional media seeking transformation in the new media environment, summarizes the driving factors and trends of the evolution, and helps them better adapt to the new media ecosystem. Yin Chuo (2025) explores the evolving trends of advertising creative strategies in the new media environment, analyzing their multi-dimensional transformation from communication methods, creative generation to the core of concepts. Wang Zexi (2024) aims to explore the application strategies of emotional cultural symbols in creative advertising design. Through in-depth analysis of the connotation, common application strategies, and existing deficiencies of emotional cultural symbols, the article puts forward targeted suggestions and opinions. Zheng Zhou and Zhang Xiaojing (2024) hold that the new thinking, new media and new forms of advertising creative strategies can effectively utilize the convenient conditions of digital media, promote the dissemination of advertisements, and ultimately boost economic development. Bowen Luo; Bhoomija Ranjan (2025) found that it provided valuable insights for location-based advertising strategies and platform targeting design; Dall' Olio Filippo; Vakratsas Demetrios (2022) comprehensively evaluated the impact of advertising creative strategies (ACS) on advertising resilience, based on an integrated framework that distinguishes the functions and forms of advertising creativity. Procedia-Social and Behavioral Sciences (2014) examines the influence of culture on international advertising from the perspective of advertising content by interpreting advertising information and transcribing the embedded values in the advertisements. In conclusion, the existing research has the shortcomings of more qualitative analysis and less quantitative analysis, with ambiguous dimension division. This paper makes up for this gap through standardized questionnaires and empirical analysis.

2. Relevant Concepts and Theoretical Basis

2.1. Definition of core concepts

2.1.1. Digital advertising creative strategy

Based on literature review and industry practice, this article defines digital advertising creative strategies as “a collection of strategies that stimulate users’ attention, participation and identification through content design based on digital technology”, and focuses on three core dimensions.

Emotional creativity is a creative form that uses stories, scenes, and values as carriers to evoke users’

emotional responses such as warmth and touching moments. Personalized creativity refers to differentiated content customized based on user profiles, with the core being the matching of content with user preferences. Interactive creativity is a creative form that guides users to actively participate through designs such as clicks, voting, and mini-games.

2.1.2. Advertising effect

Referring to the standards of the advertising industry, this article defines the advertising effect from two dimensions: user attitude and behavioral intention, and selects three actionable indicators: Click intention refers to the willingness of users to actively click to learn more after watching the advertisement; Brand favorability refers to the degree of positive influence of advertisements on users' brand attitudes. Recommendation intention refers to a user's willingness to recommend an advertisement or brand to others.

2.2. Theoretical basis

2.2.1. Emotion Transfer Theory

This theory holds that users' emotional experiences of advertising content will be transferred to the brand itself. When advertisements evoke positive emotions, users will associate these emotions with the brand, thereby enhancing brand favorability. Based on this theory, this article proposes that emotional creativity can positively influence advertising effectiveness by stimulating users' emotional resonance.

2.2.2. Planned Behavior Theory (TPB)

The theory of planned behavior points out that behavioral intentions are influenced by attitudes, subjective norms and perceived behavioral control. In the digital advertising scenario, personalized creativity can enhance users' "perception of content relevance", that is, their attitude, while interactive creativity can strengthen users' "sense of participation and controllability". Both can reinforce users' behavioral intentions such as clicking and recommending, providing theoretical support for the hypotheses of this study.

3.Theoretical Model Construction and Research Hypotheses

3.1. Construction of theoretical model

Based on the logical framework of "independent variable - dependent variable - control variable", the following variable contents are constructed:

Table 1. Variable Contents

Variable type	Variable name
Independent variable	Emotional Creativity (EC); Personalized Creativity (PC); Interactive Creativity (IC)
Dependent variable	Advertising Effect (AE)
Control variable	Sample characteristics

3.2. Research Hypothesis

Based on theoretical foundations and literature analysis, the following research hypotheses are proposed:

H1: Emotional creativity has a significant positive impact on advertising effectiveness;

H2: Personalized creativity has a significant positive impact on advertising effectiveness;

H3: Interactive creativity has a significant positive impact on advertising effectiveness.

Table 2. Item Settings

Variable type	Variable name	Item content
Independent variable	Emotional Creativity (EC)	<p>EC1: The advertisement contains stories/scenes that can evoke my emotional resonance</p> <p>EC2: The values conveyed by the advertisement make me identify with them</p> <p>EC3: After watching the advertisement, I will experience obvious positive emotions</p>
	Personalized Creativity (PC)	<p>PC1: The advertisement content aligns with my interests and hobbies</p> <p>PC2: The information recommended by the advertisement matches my needs</p> <p>PC3: I can feel that the advertisement is “designed for me”</p>
	Interactive Creativity (IC)	<p>IC1: The advertisement has interactive forms that attract my participation (such as clicking and voting)</p> <p>IC2: I am willing to spend time completing the interactive tasks in the advertisement</p> <p>IC3: The interactive process left a deeper impression on me about the advertisement</p>
Dependent variable	Advertising Effect (AE)	<p>AE1: This advertisement makes me want to click to learn more</p> <p>AE2: The advertisement has enhanced my favorable impression of the brand</p> <p>AE3: I will recommend this brand/advertisement to others</p>
Control variable	Sample characteristics	<p>Gender (1= male, 2= female)</p> <p>Age (1=18-26 years old, 2=27-35 years old, 3=36 years old and above)</p> <p>City grades (1= first-tier, 2= second-tier, 3= third - and fourth-tier and below)</p>

4. Research Design and Data Collection

4.1. Questionnaire design

The questionnaire adopts a 5-point Likert scale (1=strongly disagree/None at all, 5=strongly agree/completely include), and the items are adapted from mature scales as follows:

4.2. Data collection

4.2.1. Sampling method

A stratified sampling method was adopted to match the characteristics of digital advertising audiences by age (Generation Z, Millennials, others) and city level (first-tier, second-tier, third - and fourth-tier cities), and questionnaires were distributed through the Wenjuanxing platform.

4.2.2. Sample situation

A total of 328 samples were recovered, with 300 valid samples, and the effective recovery rate was 91.5%. The structure of the questionnaire results is as follows: Gender (47.3% male, 52.7% female), age (55.0% for 18-26 years old, 32.7% for 27-35 years old, 12.3% for 36 years old and above), and city grade (29.0% for first-tier cities, 38.0% for second-tier cities, 33.0% for third - and fourth-tier cities), the sample distribution conforms to the characteristics of digital advertising audiences and is representative.

5. Empirical Analysis and Results

5.1. Descriptive statistical analysis

The mean (M) and standard deviation (SD) of each variable were calculated through SPSS, and the results are as follows:

Table 3 Descriptive Statistics

Variable	Number of items	Mean (M)	Standard deviation (SD)	Minimum value	Maximum value
Emotional Creativity (EC)	3	3.42	0.87	1.00	5.00
Personalized Creativity (PC)	3	3.15	0.92	1.00	5.00
Interactive Creativity (IC)	3	3.28	0.89	1.00	5.00
Advertising Effect (AE)	3	3.36	0.85	1.00	5.00

The mean values of all variables are between 3.13.5, close to the median between average and agreement, indicating that the current implementation level of digital advertising creative strategies is moderate. Among them, the average value of emotional creativity was the highest (3.42), and the average value of personalized creativity was the lowest (3.15), reflecting that advertisers have room for optimization in personalized and precise matching.

5.2. Reliability and validity test

5.2.1. Reliability test

Reliability tests are used to determine the internal consistency of a question item, with the criterion being Cronbach's $\alpha > 0.7$.

The α coefficients of all variables are greater than 0.8, indicating strong internal consistency of the questionnaire and meeting the reliability standards.

5.2.2. Validity test

Validity tests are used to determine the measurement validity of a question item on a variable. The standards are $KMO > 0.7$ and factor loading > 0.5 .

In the KMO and Bartlett's sphericity test, $KMO = 0.836 > 0.7$, and Bartlett's sphericity test $\chi^2 = 1256.782$ ($p < 0.001$), indicating that the data are suitable for factor analysis. In the factor loading matrix (after rotation),

the loads of all items on the corresponding factors are all >0.75 , with no cross-loading (cross-factor loading <0.22), and the commonality is all >0.7 , indicating that the structural validity of the questionnaire is good.

Table 4 Results of reliability and validity tests

Variable	Number of items	Cronbach's α Coefficient	Reliability judgment
Emotional Creativity (EC)	3	0.823	Good
Personalized Creativity (PC)	3	0.791	Good
Interactive Creativity (IC)	3	0.805	Good
Advertising Effect (AE)	3	0.817	Good
Overall questionnaire	12	0.869	Good

5.3. Correlation analysis

Pearson correlation analysis was used to test the linear relationship between variables, and the results are as follows:

Table 5 Results of Correlation Analysis

Variable	Emotional Creativity (EC)	Personalized Creativity (PC)	Interactive Creativity (IC)	Advertising Effectiveness (AE)
Emotional Creativity (EC)	1.000			
Personalized Creativity (PC)	0.428	1.000		
Interactive Creativity (IC)	0.396	0.415	1.000	
Advertising Effect (AE)	0.513	0.487	0.495	1.000

Note: $p<0.01$ (two-tailed test); VIF <2.5 , no multicollinearity

Emotional, personalized, and interactive creativity are all highly positively correlated with advertising effectiveness ($p<0.01$), among which emotional creativity has the strongest correlation with advertising effectiveness ($r=0.513$), initially supporting H1, H2, and H3.

5.4. Multiple linear regression analysis

Taking advertising effect as the dependent variable, emotionalization, personalization and interactive creativity as independent variables, and gender, age and city grade as control variables, a multiple linear regression model is constructed:

5.4.1. Model fitting degree

Table 6. Results of Fit

Model R ²	Adjusted R ²	F value	p value	Conclusion
0.428	0.412	26.753	<0.001	The model fits well

After adjustment, $R^2=0.412$, indicating that the independent variable and the control variable jointly explain 41.2% of the variation in advertising effect. The F value is significant ($p<0.001$), and the model is overall valid.

5.4.2. Regression coefficients and hypothesis testing

The control variables (gender, age, and city grade) had no significant influence on the advertising effect ($p>0.05$). All three types of creative strategies have a significant positive impact on the advertising effect ($p<0.01$ or $p<0.001$), and hypotheses H1, H2, and H3 all hold true. Ranking of influence intensity: Emotional

creativity ($\beta=0.285$) > interactive creativity ($\beta=0.236$) > personalized creativity ($\beta=0.213$).

Table 7 Regression Coefficient Results

Variable	Coefficient (β)	Standard (SE)	Error	t value	p value	VIF	Hypothesis verification
(Constant term)	1.215	0.238		5.105	<0.001		
Control variable							
Gender	0.082	0.065		1.262	0.208	1.083	
Age	0.057	0.071		0.803	0.423	1.125	
City grade	0.043	0.068		0.632	0.528	1.096	
Independent variable							
Emotional creativity	0.285	0.072		3.958	<0.001	1.426	H1 was established
Personalized creativity	0.213	0.075		2.840	0.005	1.458	H2 was established
Interactive creativity	0.236	0.073		3.233	0.001	1.412	H3 was established

6. Research Conclusions and Countermeasures

6.1. Research Conclusion

The quality of the questionnaire is reliable. The reliability and validity tests show that the questionnaire designed in this study has good internal consistency and structural validity, and can be used as a standardized tool for measuring digital advertising creative strategies and effects. Emotional, personalized and interactive creativity all have a significant positive impact on advertising effectiveness, verifying the applicability of emotion transfer theory and planned behavior theory in digital advertising scenarios. Among the three types of strategies, emotional creativity has the strongest impact on advertising effectiveness, followed by interactive creativity and personalized creativity, reflecting that emotional resonance is the core handle for digital advertising to break through the information cocoon. At present, the implementation degree of personalized creativity in digital advertising is the lowest, but it can still significantly improve the effect, indicating that personalization is an important direction for creative optimization in the future.

6.2. Countermeasures and suggestions

6.2.1. Strengthen emotional creative design

Advertisers should prioritize emotional creativity, which can be approached from two aspects: at the content level, they should explore common emotional pain points of users and convey brand values through short stories and real-life scenarios; At the formal level, digital carriers such as short videos and audio are combined to enhance emotional rendering through visuals and music.

6.2.2. Optimize the accuracy of personalized creativity

In response to the issue of insufficient implementation of personalized creativity, it is suggested that at the data level, user behavior data and third-party profiling data be integrated to build a multi-dimensional

user tag system, and at the content level, personalized content adaptation for each individual be achieved.

6.2.3. Design low-threshold interactive creativity

Interactive creativity needs to balance fun and participation thresholds. It is suggested to simplify the interaction process and adopt low-threshold forms such as one-click and small-scale voting. Add immediate feedback and set up interactive rewards to enhance users' motivation to participate.

6.2.4. Establish a closed-loop dynamic optimization strategy for monitoring

Advertisers should establish a standardized monitoring system, with data monitoring tracking the click-through rate, favorability and other indicators of different creative strategies in real time, and establish a database corresponding to the data of creative types and effects. Iterative optimization screens the optimal strategy through A/B testing to achieve precise allocation of creative resources.

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